MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMR3154 – BUSINESS TO BUSINESS MARKETING

(All sections / Groups)

8 MARCH 2016
9.00 a.m. to 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 4 pages with 5 Questions.
2. Attempt **ALL** questions in Section A. Attempt **ONE** out of **TWO** questions in Section B. Marks distribution for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Section A - Answer ALL questions in this section (75 marks)

Scenario

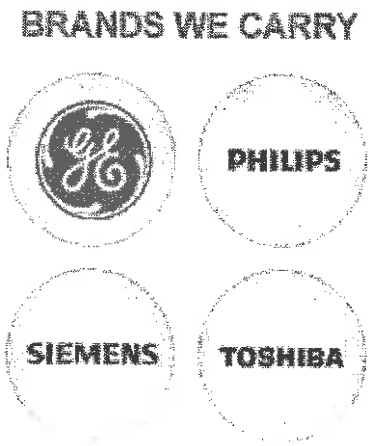
Oriental Hospital Malaysia is recently considering replacing their existing Magnetic Resonance Imaging (MRI) machine with a newer model to support higher flow of customers and better processing of MRI results. Currently they possess a Tesla 1.5 General Electric MRI machine. The head of the Imaging Department, Radiologist Dr Alshammari has submitted his request to upgrade the current machine with a higher spec machine to the management of the hospital. The management has forwarded the request to the head of procurement Mr Darren Lim. As the procurement department worked on this request, they came across a provider of refurbished MRI machines Providian Medical, with their advertisement as below:

Looking for a pain-free way to buy an MRI?

Buying a refurbished MRI sounds like a no-brainer... saving up to 70% off the manufacturer's price for a quality product. But if you've spent any time shopping, you know it's not that easy. Why? The risk. Websites are convoluted, you don't know whom you can trust, and you have to work with a company you don't know.

We've heard the stories of deals gone bad. Our customers have told us they want reassurances and they don't want risks. They want to work with a company they can trust. They want to eliminate the pain in buying a refurbished MRI.

And we responded. We realized that if we want to be great, we must create a process with checks and balances that provides a virtually risk-free and pain-free experience for our customers. We created detailed procedures, added multiple third-party inspections, and voluntarily follow FDA restrictions and guidelines on every MRI Scanner we buy, refurbish, or resell. We're doing more than just giving empty words and empty promises. We give our customers what they demand: something more than a website's claims and a salesman's pitch.



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Why is Providian Medical different?

We are an FDA Registered medical device company. Although it's not required for any refurbished MRI dealer, it's something we did voluntarily. There's no better way to prove to our customers that we're serious about providing a quality product. It provides peace-of-mind and assurances that our customers are not alone.

But does that really prove anything?

Yes. Because our registration with the FDA means we must strictly follow all of the FDA's quality assurance standards. By conforming to the FDA's standards, we cannot and do not buy or sell equipment that can't pass the FDA standards. We have specific processes and we use factory-trained engineers to inspect, de-install, remanufacture, install, test and train customers on every MRI machine we sell.

Does this make our job harder? Absolutely. But every one of our customers knows that we can't and won't make empty promises to them. We're serious about our jobs. We're serious about reassuring our customers that their new MRI is in good hands.

Do you know how many other companies can say this? Not many.

Refurbished... Re-Certified... Relax!

- *Our MRI systems are re-certified prior to shipment, which means the manufacturer will accept it for coverage under its own warranty or service plan*
- *We use factory-trained engineers for inspection, de-installation, refurbishing/remanufacturing, repair, and installation*
- *We are registered with the FDA as a medical device company. This means we must comply with strict standards for every piece of MRI equipment we buy, refurbish or resell*
- *Every MRI scanner is accredited through the American College of Radiation Accreditation for Magnetic Resonance Imaging*

We only sell the best brands

Providian Medical is proud to repair, remanufacture, and sell high-quality open, closed, and mobile MRI machines from the top manufacturers with the following magnetic strengths:

- *General Electric Signa Series 1.5-3.0 Tesla*
- *Philips Achieva, Intera, Infinion, and Panorama from 1.0 – 3.0 Tesla*
- *Siemens Avanto, Symphony, Espree, and Trio from 1.5 – 3.0 Tesla*
- *Toshiba Excelart, Vantage, Titan, and Opart 1.5 Tesla*

Source: http://www.providianmedical.com/mri-equipment/

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Answer the following questions based on the scenario above:

Question 1

Discuss the 8 stages of the organizational buying process should Oriental Hospital decide to purchase a new MRI machine for the hospital.

(25 marks)

Question 2

a. How would you categorize this buying situation for Oriental Hospital, why?

(5 marks)

b. Identify the relevant individuals who may form the buying center for this purchase task and discuss their roles.

(20 marks)

Question 3

a. In your opinion, would it be a good move for Oriental Hospital to purchase a refurbished MRI machine from Providian Medical? Specifically the Avanto Model with 1.5 Tesla. Discuss the implications to Oriental Hospital should the buying center decide to purchase the refurbished MRI machine.

(10 marks)

b. George S. Day in his year 2000 article entitled *"Managing Market Relationships" from the Journal of the Academy of Marketing Science* proposed 3 types of relationships that businesses build with other businesses. Elaborate these 3 types of business relationships and propose to Oriental Hospital which type of relationship is most suitable for them to build with Providian Medical.

(15 marks)

[Total: 75 marks]

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Section B - Answer <u>any ONE</u> out of the TWO questions below (25 Marks)

<u>Question 4</u>

Michelin Tires Malaysia is planning for their 2017 production forecast. Define Market Potential and Sales forecast, and propose to Michelin the 3 types of qualitative methods that are available to Michelin in forecasting for 2017.

(25 marks)

<u>Question 5</u>

Identify and explain the impact of Internet to Business to Business product and channel decisions. In your discussion, include at least 6 impacts to products and 4 impacts to channel decisions.

(25 marks)

End of Question Paper.